

WCSR LOG

| TIME | LENGTH | PROGRAM |
|---------|--------|--------------------|
| 1:59:40 | 10" | Sign on |
| 2:00 | 29' | Discology 58a |
| 2:29 | 1' | Break |
| 2:30 | 29' | Discology 58a |
| 2:59 | 1' | Break |
| 3:00 | 29' | Roving Records |
| 3:29 | 1' | Break |
| 3:30 | 29' | Roving Records |
| 3:59 | 1' | Break |
| 4:00 | 59' | Masterworks |
| 4:59 | 1' | Break |
| 5:00 | 5' | News |
| 5:05 | 24' | Easy Listening |
| 5:29 | 1' | Break |
| 5:30 | 29' | Easy Listening |
| 5:59 | 1' | Break and sign off |

Wed., Dec. 2, 1953
Head of Aft. Conroy

PERSONNEL REMARKS

| | |
|---------------------|----|
| <i>ice liber</i> | |
| Schelgel | SL |
| | SL |
| | SL |
| <i>Barbour</i> | SL |
| Ward | SL |
| | SL |
| | SL |
| Horner | SN |
| | SL |
| | AN |
| Duff | SN |
| | SL |
| Duff | SN |
| | SL |

*Masterworks
seems to be
marked for a
Smithie -
Does it come
from Amherst?*

WRITE A LUCKY STRIKE JINGLE!

Here's your chance to make yourself \$25. Just write a 4-line Lucky Strike jingle, based on the fact that Luckies are made better to taste better.*

Then, if we select your jingle, we'll pay you for the right to use it, together with your name, in Lucky Strike advertising.

Here are some sample jingles:

I've heard the same in every class -

In history, psych, and ec -

For cleaner, fresher, smoother smokes,

It's Lucky Strike, by heck!

I like a better-tasting smoke

And mildness counts with me.

So when I buy I keep in mind

That L.S./M.F.T!

Study these sample jingles. Then get the gang together, break out the rhyming dictionary, and start writing. It's fun!

Hint - if you can sing your jingle, it's a good one!

Hint - the more jingles you write, the more money you have a chance of making.

Hint - be sure to read all the instructions!

HERE ARE THE INSTRUCTIONS

1. Write your Lucky Strike jingle on a plain piece of paper or post card and send it to Happy-Go-Lucky, P. O. Box 83, New York 46, N. Y. Be sure that your name, address, college and class are included - and that they are legible.
2. Base your jingle on any qualities of Luckies. "Luckies are made better to taste better," is only one. (See "Tips to money-makers.")
3. Every student of any college, university or post-graduate school may submit jingles.
4. You may submit as many jingles as you like. Remember, you are eligible to earn more than one \$25 award.

*TIPS TO MONEY-MAKERS

To write a winning Lucky Strike jingle, you're not limited to "Luckies are made better to taste better." Use any other sales points on Lucky Strike such as the following:

L.S./M.F.T.

Lucky Strike means fine tobacco

Luckies' cigarette-tearing demonstration

Luckies taste cleaner, fresher, smoother

Be Happy -- Go Lucky

So round, so firm, so fully packed

So free and easy on the draw

Buy Luckies by the carton

Luckies give you deep-down smoking enjoyment

Yes, for more real, deep-down smoking enjoyment,
Be Happy -- Go Lucky! Make your next carton

LUCKY STRIKE!

Wed., Dec. 2, 1953

Head of night: Barbour

| Time | Length | Program | Personnel | origin | Remarks |
|-----------------|--------|--|-----------|--------|--|
| 6:59:40 | 20" | Sign on | | SL | |
| 7:00 | 15' | Newst Sports | | AN | |
| 7:15 | 14:40 | Transcription | | SL | |
| 7:29:40 | 1' | Break | | SL | |
| 7:30 | 29' | Jazz - Amherst sent (without announcing) | | AN | French choral music - very inappropriate |
| 7:59 | 1' | Break | | SL | |
| 8:00 | 15' | News & | | AN | |
| 8:15 | 94' | Concert Hall | | AN | Forgot to send Concert Hall - |
| 9:39 | 1' | Break | | SL | |
| 10:00 | 5' | News | | AN | |
| 10:05 | 24' | Adv. of Herman Schriber | | AN | |
| 10:29 | 1' | Break | | SL | |
| 10:30 | 14:25" | Stardust Time | | SL | |
| 10:44:25 | 35" | Sign Off | | SL | |

What's with these birds tonight???

(P)

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Here are some sample jingles:

| | |
|--|-------------------------------|
| I've heard the same in every class - | I like a better-tasting smoke |
| In history, psych, and ec - | And mildness counts with me. |
| For cleaner, fresher, smoother smokes, | So when I buy I keep in mind |
| It's Lucky Strike, by heck! | That L.S./M.F.T! |

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LUCKY STRIKE!